



WXYZ

ORDER

Print Date 09/21/12

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Flight Dates **09/24/12-11/05/12**

Contract / Revision **311958 /** **Oakland County Treasurer**

Original Date / Revision Agency Com 15%

09/21/12 09/21/12 Billing Contact

Advertiser **Meisner / Democrat / County**
PO Box 2197
Royal Oak, MI 48068

Agency **Andy Meisner for County Tr**

Buying Contact Sales Office WXYZL

PO Box 2197
Royal Oak, MI 48068
Sales Region LOC
Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
 Arin Starr

Account Executive	Order%	Start Date	End Date
Arin Starr	100%		

Order Share 50% Market Value 47050

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	50%	23525
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	10	\$4,568.75	\$5,375.00	21.40	08/27/12	09/30/12	10	\$4,568.75	\$5,375.00
October 2012	12	\$6,800.00	\$8,000.00	33.30	10/01/12	10/28/12	12	\$6,800.00	\$8,000.00
November 2012	11	\$8,627.50	\$10,150.00	37.30	10/29/12	11/05/12	11	\$8,627.50	\$10,150.00
Totals	33	\$19,996.25	\$23,525.00	92.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXYZ	09/24/12	11/04/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	1	\$900.00	P-3	2.60 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--		1			\$900.00			2.60		
Week:		10/01/12	10/07/12	MTWTF--		1			\$900.00			2.60		
Week:		10/08/12	10/14/12	-----		0			\$900.00			2.60		
Week:		10/15/12	10/21/12	-----		0			\$900.00			2.60		
Week:		10/22/12	10/28/12	MTWTF--		1			\$900.00			2.60		
Week:		10/29/12	11/04/12	MTWTF--		1			\$900.00			2.60		
E 2	WXYZ	11/05/12	11/05/12		CM	6-7am M-F	M-----	:30	1	\$900.00	P-3	2.60 NM	1	\$900.00



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Contract / Revision **311958** Flight Dates **09/24/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Meisner / Democrat / Count** Product **Oakland County Treasurer** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6am News M-F											
				Action News 6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$900.00		2.60			
E 3	WXYZ	09/24/12	11/04/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF- -	:30	1	\$900.00	P-3	3.30	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF- -					1	\$900.00		3.30			
Week:		10/01/12	10/07/12	- - - - -					0	\$900.00		3.30			
Week:		10/08/12	10/14/12	MTWTF- -					1	\$900.00		3.30			
Week:		10/15/12	10/21/12	- - - - -					0	\$900.00		3.30			
Week:		10/22/12	10/28/12	MTWTF- -					1	\$900.00		3.30			
Week:		10/29/12	11/04/12	MTWTF- -					1	\$900.00		3.30			
E 4	WXYZ	11/05/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M- - - - -	:30	1	\$900.00	P-3	3.30	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$900.00		3.30			
E 5	WXYZ	09/24/12	10/21/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - -S-	:30	1	\$500.00	P-3	2.20	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - -S-					1	\$500.00		2.20			
Week:		10/01/12	10/07/12	- - - - -S-					1	\$500.00		2.20			
Week:		10/08/12	10/14/12	- - - - -					0	\$450.00		2.20			
Week:		10/15/12	10/21/12	- - - - -S-					1	\$500.00		2.20			
E 6	WXYZ	10/29/12	11/04/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - -S-	:30	1	\$500.00	P-3	2.20	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - -S-					1	\$500.00		2.20			
E 7	WXYZ	09/24/12	09/30/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF- -	:30	1	\$650.00	P-3	4.10	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF- -					1	\$650.00		4.10			
E 8	WXYZ	10/22/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF- -	:30	1	\$650.00	P-3	4.10	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF- -					1	\$650.00		4.10			
Week:		10/29/12	11/04/12	MTWTF- -					1	\$650.00		4.10			
Week:		11/05/12	11/11/12	M- - - - -					1	\$650.00		4.10			
E 9	WXYZ	09/24/12	09/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF- -	:30	1	\$1,200.00	P-3	3.70	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF- -					1	\$1,200.00		3.70			
E 10	WXYZ	10/01/12	11/04/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF- -	:30	1	\$600.00	P-4	3.70	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF- -					1	\$600.00		3.70			
Week:		10/08/12	10/14/12	- - - - -					0	\$600.00		3.70			
Week:		10/15/12	10/21/12	- - - - -					0	\$600.00		3.70			
Week:		10/22/12	10/28/12	- - - - -					0	\$600.00		3.70			
Week:		10/29/12	11/04/12	MTWTF- -					1	\$600.00		3.70			
E 11	WXYZ	10/29/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	1	\$2,500.00	P-3	5.90	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:20:00

Advertiser **Meisner / Democrat / Count** Product **Oakland County Treasurer** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 11	WXYZ	10/29/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	1	\$2,500.00	P-3	5.90	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTFSS		1				\$2,500.00		5.90			
E 12	WXYZ	09/24/12	09/30/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MTWTF--	:30	1	\$500.00	P-4	3.60	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--		1				\$500.00		3.60			
E 14	WXYZ	09/24/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$250.00	P-4	1.90	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$250.00		1.90			
	Week:	10/01/12	10/07/12	-----S		1				\$250.00		1.90			
	Week:	10/08/12	10/14/12	-----S		1				\$250.00		1.90			
	Week:	10/15/12	10/21/12	-----		0				\$250.00		1.90			
	Week:	10/22/12	10/28/12	-----S		1				\$250.00		1.90			
	Week:	10/29/12	11/04/12	-----S		1				\$250.00		1.90			
N 17	WXYZ	10/22/12	11/04/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MTWTF--	:30	1	\$1,400.00	P-3	3.60	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		1				\$1,400.00		3.60			
	Week:	10/29/12	11/04/12	MTWTF--		1				\$1,400.00		3.60			
N 18	WXYZ	09/24/12	09/30/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$225.00	P-4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$225.00		0.00			
N 19	WXYZ	09/24/12	09/30/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$150.00		0.00			
N 20	WXYZ	09/24/12	09/30/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	MTWTF--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--		1				\$100.00		0.00			
Totals														33	\$23,525.00